

INDIANA PUBLIC HEALTH WORKFORCE DEVELOPMENT EDUCATION & TRAINING TOOLKIT

INDIANA LOCAL PUBLIC HEALTH WORKFORCE DEVELOPMENT MARKETING PLAN

“Healthy citizens are
the greatest asset any
country can have”

— Winston Churchill

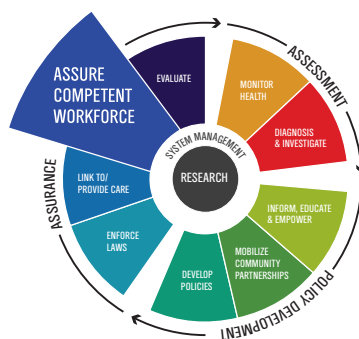
Marketing Goal

Indiana will have a comprehensive and sustainable public health workforce education and training program, focusing primarily on helping staff to gain the knowledge and skills they need to effectively deliver public health services to promote population health.

Introduction/Background

To improve the quality of public health services, a comprehensive, coordinated and sustainable public health workforce development program is needed for local health departments (LHDs). Why such an education plan is needed is the foundation of successful marketing. A program is needed for the following reasons:

- To ensure delivery of the 10 Essential Public Health Services
- To ensure community public health needs are addressed by LHD staff in a continually evolving environment
- To improve the quality of the public health services delivered
- To reduce public health risks
- To maintain employee retention and reduce turnover
- To promote job satisfaction
- To implement proper education and training of the public health workforce
- To help standardize public health practice throughout the state
- To create a minimum standard for workforce competencies
- To improve funding opportunities



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Marketing Plan Outline

A comprehensive plan for marketing the value of a public health workforce development program will support the struggle to obtain and sustain adequate financial, technical, and staffing resources. Marketing of this plan should be geared to three audiences:

1. The Local Board of Health, Health Officer and LHD Administrators

The LHD leadership must understand the benefits of a public health workforce development program in order to promote it, arrange for trainings, and allow staff to participate.

2. The LHD Personnel

The local staff needs to comprehend how this will help with professional development and service to the community. It must be demonstrated to the workforce that they can make a difference.

3. The County Commissioners and County and City Councils

This audience has a large influence over funding and regulations. They need some basic information about public health and why it is important to their constituents. A competent LHD staff will decrease their liability, professionalize their government, and make a more fiscally responsible, effective, and efficient agency.

By creating tools, messages, and instructions for communicating and marketing the value of a public health workforce development plan, public health professionals will become informed, educated, and empowered to participate and use the tools provided. This will help build consensus and support for sustaining education and training among the public health workforce. The toolkit will also provide a means to document education and training as public health moves toward national voluntary accreditation.

- Brochures
- PowerPoint presentations
- Workforce development conferences
- Incentives
- Checklists
- Webinars
- Classes
- Support from stakeholders
- Websites

Conclusion

The public health workforce development marketing strategy, via various methods, gets the message out and makes the case for why the LHD should participate in workforce education and training. Tool H is a PowerPoint for marketing Indiana's Public Health Workforce Development Education and Training Toolkit.

